Question 1 (0.75 points)

Media outlets most often organize themselves into what two separate, semi-autonomous halves?

Question 1 options:

Editorial and sales and marketing

Print and broadcast

News and sports

National and local

Question 2 (0.75 points)

Newspaper editors and publishers share the same view of the value of sports events.

Question 2 options:

True

False

Question 3 (0.75 points)

Among potential media partners, the medium that is frequently the most agreeable to considering promotional partnerships with sports events is:

Question 3 options:

radio

local tv stations

newspapers

national or regional sports networks

Question 4 (0.75 points)

Perhaps the greatest advantage of web-based media for sports events is:

Question 4 options:

It provides better coverage of the event

It enables direct interaction between the event's organizer and the target audience

The opportunity to add new elements to a promotion

It offers the only method for all event stakeholders to receive desired exposure

Question 5 (0.75 points)

Social media are extremely influential and this is always a good thing for sports events and organizers.

Question 5 options:

True

False

Question 6 (0.75 points)

Media representatives who cover a sports event expect:

Question 6 options:

A)

Access to statistic and athlete and event background information

B)

Access to locations where athletes and officials can be interviewed, photographed, and observed

C)

Comfortable working conditions

D)

All of the above

Question 7 (0.75 points)

A media accreditation plan:

Question 7 options:

A)

Should be separate and distinct from the rest of an event's security plan since the media is granted access to nonpublic areas.

B)

Involves the design and distribution of credentials to authorized personnel.

C)

Should be designed to limit the number of media members who require services and access.

D)

All the above.

E)

A and B only.

Question 8 (0.75 points)

Like companies that sell goods to consumers, sports event organizer must:

Question 8 options:

Anticipate the changing tastes and priorities of audiences.

Rely on information from focus groups and surveys.

Be designers and stylists.

Be marketers and promoters.

Question 9 (0.75 points)

The core attributes of the news media industry have little impact on the essential truth that a media outlet is also:

Question 9 options:

A communicator

A stakeholder

A combination of traditional and new media

A business

Question 10 (0.75 points)

The sports event marketing plan wheel includes which of the following tools?

Question 10 options:

A)

Publicity and promotion.

B)

Event marketing and advertising

C)

Social media and direct sales

D)

All of the above.

Question 11 (0.75 points)

A formal marketing partnership with a sports event can offer a media outlet many of the same featured benefits that other sponsors enjoy.

Question 11 options:

True

False

Question 12 (0.75 points)

Organizers should concentrate on their quest for information, insights and their event's marketing campaigns on media outlets:

Question 12 options:

that have the best mix of traditional and social media.

with demographics and lifestyles that most closely match the target audience.

that serve the most communities within the market.

that serve the largest or most populated city in the market.

Question 13 (0.75 points)

The Internet can offer many mutually advantageous media opportunities for the same event, both on an exclusive and nonexclusive basis.

Question 13 options:

True

False

Question 14 (0.75 points)

S.A.T. objectives for a sports promotion are:

Question 14 options:

Sales, Awareness, Tune-in

Strengths, Aspirations, Threats

Sponsorship, Activation, Term

Stakeholders, Attention, Transparency

Question 15 (0.75 points)

The editorial and commercial sides of the publishing business can delicately converge through:

Question 15 options:

A blend of human-interest stories and media-promoted customer services.

The best possible combination of media coverage and partnerships.

The creation of special sections and advertorials.

The use of exclusive and nonexclusive media engagement.